



# SHAKER HEIGHTS

**Administration Committee  
Tuesday, June 8, 2021  
8:00 A.M.  
Via Teleconference - Zoom**

Members Present: Carmella Williams, Chairperson, Council Member  
Tres Roeder, Council Member  
Rob Zimmerman, Council Member  
James Brady, Resident Member  
Brian Rosenfelt, Resident Member

Others Present: David E. Weiss, Mayor  
Jeri Chaikin, CAO  
Sandra Middleton, Human Resources Director  
Frank Miozzi, Information Technology Director  
Julie Voyzey, Communications & Marketing Director

The meeting was called to order by Chairperson Carmella Williams at 8:01 a.m.

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## **Approval of the April 13, 2021 Meeting Minutes**

Chair Williams asked if there were any changes or comments to the minutes of the April 13, 2021 meeting minutes.

It was moved by Member Brian Rosenfelt and seconded by Council Member Rob Zimmermam that the minutes be approved as submitted.

Minutes of the April 13, 2021 meeting were approved as submitted.

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## **Shaker Life Art Director Contract**

Communications and Marketing Director Julie Voyzey stated the department is asking the Committee’s recommendation to enter into a two-year personal services contract for Shaker Life Art Direction with Boom for \$76,000, effective January 1, 2022 to December 31, 2023. Shaker Life is the primary communications vehicle for the City, focused on retaining residents, but increasingly a key attract tool as well, as realtors request copies to share with clients. The magazine content reflects reasons that people stay or move to Shaker including community diversity, architecture, proximity to Cleveland and the Shaker schools.

### **CITY OF SHAKER HEIGHTS**

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**shakeronline.com www.shaker.life**

The City issued an RFP in 2012 for art direction and received six submissions. Boom was determined to be best suited and awarded a three-year contract. The City then awarded Boom a new three-year contract in 2016 without an RFP. In 2018, the City issued another RFP and received four submissions with Boom awarded another three-year contract.

Collaboration with Boom has been incredibly productive. They have overseen a complete redesign and regularly bring innovative and creative ideas. They have a clear understanding of the magazine's mission. Under their art direction, the magazine has won several national awards and has seen a steady growth in ad sales, with record-breaking ad sales in the spring issue of \$67,000, partly attributable to the exquisite presentation and design as well as the relevant and interesting content.

The 2018 RFP was an extensive submission process where designers were required to provide a cover design and two-page feature spread, a new take on the work/live feature section as well as samples of comparable projects. The committee concluded Boom was the best submission as their level of sophistication and artistic presentation met expectations and their specific experience placing fractional ads within content, which is important as the layout can become complicated. Boom also offered a flat rate rather than a per page proposal.

The request for a new contract is \$38,000 per year, an increase of \$5,000, to account for the increasing complexity of the layout due to ad sales, increasing time commitment due to more visual presentation, additional photos and more complex photography. Following completion of the requested contract, the department plans to reevaluate the magazine team and consider a refresh design, issuing an RFP in 2023 for art direction. Sufficient funds are allocated in the department's annual budget for the contract proposal and the department requests the approval to award a two-year contract for art direction to Boom for \$76,000 effective January 1, 2022 to December 31, 2023.

A member inquired about the RFP process, asking why it might be done one year and then issue a contract renewal without an RFP in another cycle. CAO Jeri Chaikin responded continuity, providing an example. For example, the City issued an RFP, along with an extensive interview process, to select the owner's representative for the Van Aken District phase one, and recommended for continuity to continue with the same rep for the next phase without an RFP, which was just approved by Council.

Director Voyzey stated the magazine team is complex including a contracted editor, ad manager, various writers and photographers, and art director. It is sort of a whole ecosystem of different contractors working together. Changing one is complicated and results in losing productivity. CAO Chaikin added that Council ordinance does not require competitive bidding for professional services such as this, although the City routinely issues RFPs for items that exceed \$25,000, requiring Council approval, but also for other consulting services contracts that are less than \$25,000.

Chair Williams indicated she hears positive feedback on the magazine so Boom obviously does good work. She thanked the director and her team for the work on this publication. She noted that upon approval of this Committee, the contract will go to Finance Committee and Council for approval

and asked for a motion to approve the recommendation for a two-year contract with Boom for \$76,000.

It was moved by Member Jim Brady and seconded by Member Brian Rosenfelt approving the recommendation for a two-year contract with Boom for art direction of Shaker Life for the period January 1, 2022 to December 31, 2023 in the amount of \$76,000.

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There being no further business, the meeting was adjourned at 8:14 a.m.

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Carmella Williams, Council Member, Chair  
Administration Committee